

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 698389 - 3
Alt Order #: 6226503
Product Desc: AMERICAN CROSSROADS
Estimate: 1761
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/04/12 / 09/04/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	58	\$24,775.00	\$21,058.75
10/01/12	10/01/12	12	\$5,805.00	\$4,934.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$24,775.00	\$21,058.75	0.00
October 2012	12	\$5,805.00	\$4,934.25	0.00
Totals	70	\$30,580.00	\$25,993.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	25%	\$30,580.00
Market	100%	\$122,320.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$4,892.80
WCWJ	0%	\$0.00
WJXT	30%	\$36,696.00
WJXX	13%	\$15,901.60
WTEV	28%	\$34,249.60

mg 27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	WTLV	09/29/12	09/29/12	SAT TDY	CM	7a-8a	-----S-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	09/24/12-09/30/12		SAT TDY		7a-8a	-----Sa--	:30		(\$250.00)		0.00	NM		
Credited															
N27	WTLV	09/29/12	09/29/12	Golf Ryder Cup	CM	Various	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Ryder Cup															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$250.00		0.00			

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Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1761
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WTLV	09/29/12	09/29/12	Golf Ryder Cup Ryder Cup	CM	Various	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-----S-	1		\$250.00		0.00						
													Totals	70	\$30,580.00